

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25536100		Changes as of: 4/27/2017 at 11:38 AM		Version: Highlighting Revision 3	
CPE:		Flight: 4/21/17 - 5/2/17	Station: WAPT	Total Spots: 48	
Agency: Access to Media		Advertiser: Gladney, Sidney H.	Market: Jackson, MS	Total Spots: 48	
		Product: Gladney for Mayor	Office: PHILADELPHIA	Total CPE: \$0.00	
		Agency Order #:	Primary Demo: Adults 35+	Total GRP:	
		Buyer: Ann Sarafin	Con Type: Spot	Traffic #: 1608776	
		Salesperson: SHEPARD RITZEN	Assistant: SHEPARD RITZEN	Separation:	
		215-567-7950	215-567-7950		

Comments: LUR rebates for 4/21-4/23 \$147. moved to new LUR rebate buy. Was \$6430, now \$6283

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	4/21 - 5/2														Total Spots	Total	
							4/21	4/22	4/23	4/24	4/25	4/26	4/27	4/28	4/29	4/30	5/1	5/2	\$	CPP		GRP	
REV-1	Su 11:30a-5p		NBA	\$350.00	0.0	30	0	0	1	0	0	0	0	0	0	0	3	0	0	3	\$1,050.00	\$0.00	0.0
	M-F 2 6a-7a		news	\$150.00	0.0	30	0	0	0	0	2	2	2	2	2	0	0	1	1	12	\$1,800.00	\$0.00	0.0
	M-F 3 6a-7a		news	\$97.50	0.0	15	0	0	0	0	1	1	1	1	1	0	0	2	1	8	\$780.00	\$0.00	0.0
REV-4	M-F 5p-5:30p		news	\$150.00	0.0	30	1	0	0	0	2	2	2	2	2	0	0	1	0	11	\$1,650.00	\$0.00	0.0
	Su 5 5:30p-6p		News	\$65.00	0.0	30	0	0	0	2	0	0	0	0	0	0	2	0	0	4	\$260.00	\$0.00	0.0
REV-6	Su 6a-7a		News	\$15.00	0.0	30	0	0	1	0	0	0	0	0	0	0	1	0	0	1	\$15.00	\$0.00	0.0
	M-F 7 5a-6a		News	\$50.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	1	1	2	\$100.00	\$0.00	0.0
REV-8	Sa 6p-6:30p		News	\$65.00	0.0	30	0	2	0	0	0	0	0	0	0	2	0	0	0	2	\$130.00	\$0.00	0.0
REV+10	Su 11:30a-5p		NBA	\$240.00	0.0	30	0	0	0	0	1	0	0	0	0	0	0	0	0	1	\$240.00	\$0.00	0.0
REV+11	M-F 5p-5:30p		news	\$140.00	0.0	30	0	1	0	0	0	0	0	0	0	0	0	0	0	1	\$140.00	\$0.00	0.0
REV+12	Su 6a-7a		News	\$10.00	0.0	30	0	0	0	0	0	1	0	0	0	0	0	0	0	1	\$10.00	\$0.00	0.0
REV+13	Sa 6p-6:30p		News	\$54.00	0.0	30	0	0	0	2	0	0	0	0	0	0	0	0	0	2	\$108.00	\$0.00	0.0
TOTALS: 1							2	4	5	5	5	5	5	5	2	6	5	3	48	\$6,283.00	\$0.00	0.0	



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CPE: Agency: Access to Media

Flight: 4/27/17 - 5/2/17
Advertiser: Gladney, Sidney H.
Product: Gladney for Mayor

Station: WAPT
Market: Jackson, MS
Office: PHILADELPHIA

Total Spots: 48
Total CPP: \$0.00
Total GRP: 1608776

Agency Order #: Buyer: Ann Sarafin

Primary Demo: Adults 35+

Traffic #: 1608776

Salesperson: SHEPARD RITZEN
215-567-7950

Con Type: Spot
Assistant: SHEPARD RITZEN
215-567-7950

Separation:

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
04/27/17 11:38 AM	SHEPARD RITZEN	LUR rebates for 4/21-4/23 \$147, moved to new LUR rebate buy. Was \$6430, now \$6283
MG OFFERS:		
1X FRI 4/28 11A-12P DR OZ \$15		
1X FRI 4/28 12P-1P THE CHEW \$15		
1X FRI 4/28 1P-2P GEN HOSP \$25		
1X FRI 4/28 2P-3P STEVE HARVEY \$45		
1X SAT 4/29 6AM NEWS \$25		
2X SAT 4/29 SCANDAL 1035-1135P \$11 EA		
04/27/17 11:18 AM	Ruth Wadlington	THANKS! RUTH
04/27/17 12:28 PM	SHEPARD RITZEN	Shift 4/21 spots due to late spot arrival
04/20/17 9:11 AM	SHEPARD RITZEN	Just changed the advertiser name.
04/19/17 1:16 PM	SHEPARD RITZEN	current status of the buy...spots could change around, but \$ till should be about the same. \$ will be wire transferred. Will forward traffic. thx shepard

Competitive Information	
Market Budget:	\$16,921
WAPT Share:	38%
Comment:	est for LBT, high share due to nba
Competitive Unknown	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	48	\$6,283.00	N/A
Total	100%	48	\$6,283.00	0.0

Monthly Summary		
Month	Spots	Dollars
2017-Apr	40	\$5,440.50
2017-May	8	\$842.50
Total	48	\$6,283.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	4/27/17 11:38 AM	SHEPARD RITZEN	Revised			\$6,283.00
Makegood 1	4/27/17 11:18 AM	Ruth Wadlington	Confirmed			\$6,430.00
Revision	4/21/17 12:28 PM	SHEPARD RITZEN	Confirmed			\$0
Revision	4/20/17 9:11 AM	SHEPARD RITZEN	Confirmed			\$0
Queued for Electronic Contracting	4/19/17 1:17 PM					\$0

Changes: Comments from Shift 4/21 spots due to late spot arrival to LUR rebates for 4/21-4/23 \$147, moved to new LUR rebate buy. Was \$6430, now \$6283. Calculated Dollars from \$6,430.00 to \$6,283.00. Total Spots Matched to 12, User Entered \$ from \$6,430.00 to \$6,283.00. Total \$ from \$6,430.00 to \$6,283.00. 8 buylines added or modified.

Changes: Comments from just changed the advertiser name. to Shift 4/21 spots due to late spot arrival. 2 buylines added or modified.

Changes: Advertiser from POLITICAL to Gladney, Sidney H. Comments from current status of the buy...spots could change around, but \$ till should be about the same. \$ will be wire transferred. Will forward traffic. thx shepard to just changed the advertiser name..



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		215-567-7950		215-567-7950	
				Total \$: \$6,283.00	
				Total Spots: 48	
				Total CPE: \$0.00	
				Total GRP:	
				Traffic #: 1608776	
				Separation:	

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
New	4/19/17 1:16 PM	SHEPARD RITZEN	Confirmed	48	
				\$6,430.00	\$6,430.00

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Non-Discrimination Policy